



TECHNOLOGY *by Design*

February 2020

TUKATECH

Tukatalks by *Tukatech*

Tukatalks, hosted by Ram Sareen, features discussions between apparel professionals about their experiences, their successes, topics of interest such as how to [start a fashion brand](#), the importance of [pattern making in design](#), and how to [build a strong team](#).

Ilse Metchek, President of [California Fashion Association](#) (CFA), hopes Tukatalks will be a valuable resource for fashion businesses saying, “The purpose of learning about the apparel industry is not to repeat what's been done. No one has ever succeeded who has stood still.”

Marta Miller, Co-founder of [Lefty Production Co.](#), thinks Tukatalks is an important learning opportunity for apparel professionals. She says, “I believe people in the fashion industry don't ask for help enough.. To have the opportunity to listen is the best schooling possible.”

Ram Sareen's definition of experience is learning what NOT to do. He explains, “You can't live long enough to make all your own mistakes. We've invited knowledgeable people to share what they've learned so those new to the industry can start with an advantage.”

Tukatalks has released six full episodes (averaging about 30 minutes long), and dozens of clips on [YouTube](#), [IGTV](#), and [Facebook](#), and releases shorter soundbites on their [Instagram](#) feed and [Twitter](#).

Visit the [Tukatalks website](#) to learn more.

Visit: <https://tukatech.com>

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